



## PILOT PROGRAM INFORMATION

### Who does the work?

MUSEUMS, HISTORICAL SOCIETIES, NONPROFITS, PRESERVATION COMMISSIONS	MTHS, MAM, PRESERVE MONTANA
Send MTHS a proposal for a Hidden History Montana event by <b>Jan. 4</b> .	We select up to 12 city/county groups to participate. Notify of acceptance by <b>Jan. 18</b> . Selection criteria includes: geographic distribution, rural/urban distribution, National register sites, selected dates, quality of sites, readiness
<i><b>If Selected:</b></i>	
Work with building/land owners to get permission to include their property on the tour. Permission needed by March 15.	Create event poster, flyer and map templates, press releases, and social media post files. Send to participants.
Make a self-guided tour map or pamphlet to guide attendees	Provide \$200 to each group for printing and supplies
Print and distribute advertising materials using provided MTHS graphics files.	Promote statewide, on our website, on radio, tv, and social media
Find volunteers to work the event	
Host the event	

## What are some details?

	THE BASICS
WHEN?	Weekend day between Memorial Day and Labor Day (you decide)
WHAT TIME?	Suggested 10 am to 4 pm or half day
HOW MUCH \$\$?	You decide
COMMITTEE?	Yes, 2-4 people.
HOW MANY SITES?	6 to 12
VOLUNTEERS?	Lots! Greeters, room monitors, one-hour shifts.
SAFETY?	Take all precautions.

	PROMOTION
POSTER	11 x 17 PDF file for printing
LOGO FILES	Hidden Helena logo to drop into your tour flyer and map
PRESS RELEASE	MTHS sends general press release out to daily, weekly, and arts papers before Memorial Day. You share local specifics.

<b>WEBSITE</b>	<b>MTHS will host Hidden History webpage with all locales/dates and lists of sites on tours.</b>
<b>SOCIAL MEDIA</b>	<b>MTHS will post both general and specific tour events on MTHS Facebook and Instagram pages. You share on your own social media pages.</b>

## **MAPS**

Find a good base map

Add pins, numbers, labels, legend

Drop file into the branded template provided

Add history, directions, other sponsors, and any rules to back side

Print a bunch!

Doesn't have to be fancy, but does have to be clear

Map can be entry pass (instead of tickets, stamp, wristband)